

JUL 6 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JULY 3, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 3	PRESS SHOWING: NEW FALL COLLECTION	SAMUEL KASS GOWNS	498 SEVENTH AVENUE
10:30 A.M.	Emmett Joyce sends last-minute announcement of his special Press Showing of the new Samuel Kass Collection for Fall. Strictly by invitation. Emmett Joyce, LA. 4-4295.		
Now In Effect	MARY LEWIS JOINS RANKS OF "OPEN LATE THURSDAY" STORES Stores now open until 9 P.M. Thursdays include Best & Co.; Bloomingdale's; Bonwit Teller; Chez Rosette; Arnold Constable; Delman Shoe Salon; Jane Engel; Mary Lewis; McCreery's; Saks 5th Ave.; and The Tailored Woman. In doing so they join the ranks of these lower Avenue and Herald Square stores which adopted this policy long ago: Gimbel's; Macy's; Oppenheim Collins; Saks 34th St.; Franklin Simon; Stern's; Ohrbach's. John Wanamaker has an individual policy of <u>two</u> late night openings weekly, Wednesdays and Fridays. Store will open at 12 noon on both those days, and remain open all day Saturday during the summer, in addition.		
Now Showing	"DIG FOR VICTORY" LAPEL GADGETS	SPONSORED BY BRITISH AMERICAN AMBULANCE CORPS	STORES THROUGHOUT COUNTRY
	A series of six "Dig For Victory" lapel gadgets in the form of miniature shovels, pickaxes, axes, pitch forks and mops, each with an appropriate fighting slogan like "Ax the Axis", etc. will be introduced in stores throughout country in July. These gadgets, made of silver, will retail for 25¢. Percentage of proceeds goes to further work of BAAC. Bloomingdale's is first to have them in New York, made by Broadcast Specialties Corp., 120 West 42nd Street. Contact: Mr. Thayer. Publicity: Philip Schuyler, BAAC, MU. 3-4383.		
Now Showing	NEW FALL SPORTS- WEAR COLLECTION	ERICA DE MEURON	498 SEVENTH AVENUE
	Having severed her connection with Beaucraft Corp., Erica de Meuron is now in business for herself, showing a new Fall Collection of sportswear -- suits and dresses in newly designed pure wool fabrics (many hand-woven), with hand-knit details. Also hand-knit sweaters and jackets. To see, contact: Erica de Meuron, LA. 4-7251.		
Now Showing Through September, 9 A.M. to 5 P.M.	HISTORICAL EXHIBIT OF FRINGE	COOPER UNION MUSEUM	ASTOR PLACE & COOPER SQUARE
	Members of the Fashion industry will find Cooper Union's current exhibit of Fringe of great interest at this time, when trimmings may have to compensate for limited yardage in designing clothes. Exhibit includes tassels, galloons and fringe, showing "development of ornamentation in Dress Design from the 6th Century on, and in Upholstery from the 16th Century to the present time". Open to public. No admission charge. Publicity: Mr. Douterman, AL. 4-6300.		

WEEK BEGINNING MONDAY, JULY 6, 1942

FALL OPENING DATES. NEW YORK'S FASHION CREATORS

NOTE: Important Houses still to open officially on dates listed below. See CALENDARS of June 1, 8, 15, 22 & 29, for Collections already showing.

JULY 6

LOUISE BARNES GALLAGHER, 37 W. 47TH
No appt. nec. Miss Jo., BR. 9-6177.
SAMUEL KASS, 498 7TH (Trade Showing)
For appts., call LA. 4-4295.

JULY 7

BLOTTA & CONTI, INC., 498 7TH AVE.
For appt., call PE. 6-8412.
FOX BROWNIE INC., 498 7TH AVE.
No appt. LO. 5-4115.
HANSEN BANG INC., 498 7TH AVE.
2 P.M. (Showing now by appt. No appt.
nec. after 7/7). Ruth Hinds, BR. 9-4020.
PATTULLO MODES, 498 7TH AVE.
No appt. Marjorie Zipser, ME. 3-5650.
BEN REIG, INC., 498 7TH AVE.
Trade Showing. For appts., Pearl Newman,
CH. 4-1542. See below for Press show.

NETTIE ROSENSTEIN, 550 7TH AVE.

New Fall Collection and introduction of
new Rosenstein Costume Jewelry. For
appt., Miss Lockman, BR. 9-6890.

JULY 7 (Continued)

SUZANNE-AUGUSTINE INC., 1 W. 47TH ST.
(Formerly of Germaine-Monteil).
By appt. only. Mr. Breed, BR. 9-3663.
TRAINA-NORELL, 550 7TH AVE.
For Trade only. Call LO. 5-6166.
WASHBURG-LANE, INC., 1400 B'WAY
By appt. only. Mr. Weissberg, WI. 7-8664.

JULY 8

CARNEGIE WHOLESALE, 711 5TH AVE.
1st showing of all Carnegie Lines, in-
cluding Hats, Furs, Perfumes, Accesso-
ries, etc. 10:30 A.M. & 3 P.M. By appt.
call: Mr. Apisdorf, WI. 2-2600.

MAURICE RENTER, INC., 498 7TH AVE.
2:30 on July 8th by invit. & appt.
Twice daily thereafter. Call Mr.
Herman Zeigenfeld, LA. 4-6968.

JULY 9

ED. GERRICK, INC., 550 7TH AVE.
For appt., call PE. 6-6370.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 6-	SUMMER COURSE IN TEXTILE TESTING	UNITED STATES TESTING CO., INC.	1415 PARK AVENUE HOBOKEN, NEW JERSEY
July 24 9:00 A.M.- 4:00 P.M.	Summer course in Current Textile Analysis and Testing, under direction of United States Testing Company's textile laboratory. Students will be taught the various types of commercial and government testing by experts.		
Daily	Classes limited to 20 students with elementary training in Textiles or Home Economics. Registration fee, \$25. Course lasts 3 weeks, from 9 A.M. to 4 P.M. daily. For registration, apply to Miss Codish, United States Testing Company, 1415 Park Ave., Hoboken, New Jersey, Hoboken 3-3166.		
Monday July 6 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION Ben Reig's only Press show of the season, to present the new Fall Collection of Originals by Omar Kiam (who has newly associated himself with the House). Preview strictly by invitation. Collection opens to Trade on following day, July 7th, by appointment. Contact: Pearl Newman, CH. 4-1542.	BEN REIG INC.	498 SEVENTH AVENUE
Monday July 6 5 P.M.	PRESS SHOWING: MILL'N'Y FASHION INSPIRATION COLL. MILLINERY FASHION INSPIRATION, INC. The three Hat-Creator-Collaborators of Millinery Fashion Inspiration Inc., Lilly Dache, John Frederics and Sally Victor, have announced a Press Show- ing of their first Collection, presented to the trade recently in a series of subscription-showings at the Waldorf. Press preview strictly by invitation. Contact: Miss Mildred Heller, Mill'n'y Fashion Inspiration Inc., PE. 6-7494.		WALDORF ASTORIA HOTEL JANSEN SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 6	1ST SHOWING: FALL HAT COLLECTION Gladys & Belle say of their new Fall Collection, which will be shown for the first time on Mon., July 6th, "It's a millinery secret 'til then". By invitation. Contact: Miss Belle, CI. 6-1360.	GLADYS & BELLE	20 WEST 57TH STREET
Monday July 6	NEW COLLECTION: FALL COSTUME JEWELRY First showing of Napier's new Fall Costume Jewelry and Novelties, demonstrating the ingenuity of their designers and craftsmen in the use of non-priority materials. CA. 5-7390.	THE NAPIER COMPANY	389 FIFTH AVENUE
Beginning Monday July 6	NEW FALL HAND-BAG COLLECTIONS OPEN <u>JULY 6</u> NAT LEWIS PURSES, 135 MADISON	<u>JULY 7</u> HARRY ROSENFIELD, INC., PICHET, INC.,	135 MADISON AVE. 14 E. 33RD ST.
Monday July 6- July 17	TRADE SHOWING: FALL CORSETS & BRA'S Beginning Mon., July 6th, Warner Brothers will begin Trade Showings of Fall lines of Corsets and Brassières. Warner executives, designers and sales force will be on hand to answer questions and comment on new collections. Publicity: Jean Gordon, AS. 4-1195.	WARNER BROTHERS CO.	NEW YORK SALES ROOMS 200 MADISON AVENUE
Monday July 6- July 17	INTRODUCING NEW "LITHELINE" FOUNDATIONS On July 6th, Kleinert will introduce their new "Litheline" Foundations. Collection includes smartly styled garter belts, girdles, pantie girdles and all-in-ones for average figures, in an outstanding <u>new</u> fabric as well as other <u>priority-free materials</u> . Collection will be modeled at any time during period of July 6th to 17th for members of Trade and Press. Publicity Director: Caroline W. Kreuttner, MU. 2-8991.	I.B. KLEINERT RUBBER CO.	485 FIFTH AVENUE
Monday July 6	OPENING OF CHRISTMAS LINGERIE LINES Retailers are expected in New York on July 6th to start their purchases of Christmas lingerie and negligées. The influx will probably reach its peak during the second week in July when the Corset Lines are officially opened.		
Monday July 6	1ST SHOWING: FALL COLLECTION Vanity Fair's Fall Collection of Underwear, Stockings and Foundations, ready for inspection by Press and Trade. Contacts: Mrs. Mayfield (Underwear); Mrs. Brown, (Stockings) CA. 5-5155.	VANITY FAIR SILK MILLS	10 EAST 40TH STREET
Beginning Monday July 6	INTRODUCING "CROSS-COUNTRY" FURNITURE A. & S. is launching an extraordinary mobile Living and Bedroom Furniture-Unit designed especially for army wives. At first glance it looks like a large crate that pulls apart into a chest of drawers, a book-case-secretary, and three end tables. By some sort of hocus-pocus, the under part of the furniture converts into the crate to protect the inner part of the furniture in transit. The Governor's Island Quartermaster issued the specifications. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	FULTON ST., B'KLYN 4TH FL. E. BLDG.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday July 6	OPENING OF SUMMER COURSES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
	Intensive six weeks' professional courses in Fashion Design and Sketching; Fashion Illustration & Layout; Sketching from the Fashion Model; Draping & Design; Patternmaking & Grading; Dressmaking; Millinery; Fashion Journalism & Current Fashions. Day and evening sessions. Also short economy courses in Remodeling and Home Dressmaking for business women and housewives. For further information, Registrar: Dorothy Tyroler, CO. 5-2077.		
Beginning Monday July 6, Evenings	WAR TRAINING COURSES AT N.Y.U.	N.Y.U. SCHOOL OF COMMERCE	WASHINGTON SQUARE
	N.Y.U. is introducing ten new five-week evening War Training Courses for men and women, to help business people in the understanding and conduct of their business activities during war time. Courses given by experts will teach how to obtain and fill government contracts; and an understanding of priorities, allocations and price ceiling regulations. Two courses, Banking and Accounting, restricted to women only. Tuition varies from \$10 to \$30 per course. For registration, apply to Secretary, Room 434, Commerce Building, N.Y.U., Washington Square.		
Tuesday July 7	PRESS PREVIEW: AUTUMN COLLECTION	BLOTTA & CONTI	498 SEVENTH AVENUE
10:30 A.M.	An important Collection demonstrating Anthony Blotta's talent in creating news-making fashions within WPB rulings. Publicity: Zanville Diamond, PL. 3-5252.		
Beginning Tuesday July 7	FALL OPENINGS OF "UPTOWN" MILLINERY CREATORS MILLINERY MANUFACTURERS GUILD		INDIVIDUAL SHOWROOMS
	Members of the Millinery Creators Guild (711 5th) have announced the first showing of their Fall Collections for Tues., July 7th. They are: Delle Donne, Inc.; Harryson Hats; Dave Herstein Co.; G. Howard Hodge; Miriam Lewis; Edgar J. Lorie; Germaine Montabert; and Vogue Hats, Garfunkel Makers. Official Opening Date of Fall Millinery Market Week is still quoted as July 20 by the MSC. The Annual MMA Forum will be held on Tues. morning, July 21, followed by the Annual MSC Fashion Show at the Astor Hotel that evening. Contact: for Millinery Creators Guild: Miss Weintraub, PL. 3-2116. For MSC: Mr. Lipshie, CH. 4-6547.		
Tuesday July 7	PRESS PREVIEW: NEW FALL HAT COLLECTION	WALTER FLORELL	29 EAST 53RD STREET
4:00 P.M.	Walter Florell will present his new Fall Hat Collection to the Fashion Press. Strictly by invitation. Publicity: Mr. Frederick, PL. 5-0895.		
Tuesday July 7	FIRST INTERLINING FASHION SHOW	ARALAC INC. (NAT'L DAIRY PROD.)	HOTEL NEW YORKER NORTH BALLROOM
4:00- 6:00 P.M.	Coats, sportswear, snow suits and house robes, in sizes from infants through teens, will be presented on living models by Aralac at the first "Interlining Fashion Show on record", to introduce their 100% Aralac interlining for infants and children's wear. Aralac (in case you don't know it) is the protein fibre made from casein that has the properties of wool. Mrs. Betty Green, Fashion Editor, Parents' Magazine will be fashion commentator. Mr. F. T. Mosedale, U. S. Testing Company will discuss tests of Aralac for warmth and wear. Mr. Bromley, Jr., of Aralac, will present the promotional program that is going to put Aralac over with the consumer this season. Milk and stronger beverages will be on tap. By invitation. Contact: Mr. Bromley, Jr., 230 Park Avenue, MU. 6-6100.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 7 4:30 P.M.	"LIVING ART", NEW MUSEUM RADIO SERIES	METROPOLITAN MUSEUM OF ART	CBS NETWORK
	The Metropolitan Museum of Art will collaborate with CBS in a new radio series, "Living Art", to remind people that art exists <u>out</u> of Museums as well as <u>in</u> them. Series will be conducted by John D. Morse of the Museum. Initial program, "Easel Vs. Billboard" starts with discussion between Mr. Morse, William Gropper, artist, and Otis Shepard, Wrigley's Chewing Gum poster-creator. Succeeding programs will include "Vox-Pop" Broadcast from front hall of Metropolitan, entitled "Why Visit A Museum?" Public to supply answers. Series continues for 13 Tuesdays at 4:30 P.M. beginning July 7th. For further information, contact: Mr. John D. Morse or Alice Merriam, RH. 4-7690.		
Wednesday July 8 12:30 P.M. Luncheon	FASHION GROUP MONTHLY LUNCHEON	FASHION GROUP, INC.	HOTEL ASTOR B'WAY AT 44TH ST.
	Subject of July luncheon: "Youth Tells Us": On the "telling" side will be a young Washington office worker; a newly married college girl; a "4 H" girl (trained agricultural worker); a sub-deb with 1942 outlook; a defense plant girl; and a new American ("First Papers"). They will speak as individuals and as representatives of nation-wide groups of the country's young women, discussing their jobs, clothes, lives and hopes for the future. Open to members and guests. Young people especially welcome. Admission, \$1.75 (incl. tip). Reservations from CI. 7-1734.		
Wednesday July 8 5:00 P.M.	PRESS PREVIEW: NEW FALL COLLECTION	TRIGÈRE	18 EAST 56TH STREET
	Trigère will present their new Fall Collection of Dresses and Suits to members of the Fashion Press. By invitation. Publicity: Rosemary Sheehan, CO. 5-3147.		
Wednesday July 8- July 15	VICTORY CORSAGE WEEK	RETAILERS FOR VICTORY	STORES THROUGHOUT U. S. A.
	As feature of 2nd week of "Retailers' for Victory" drive to sell War Stamps and Bonds, all stores will sell Victory Corsages for women and Victory Boutonnieres for men (nine 10¢-War Stamps wrapped in Cellophane and decorated in red, white and blue.) To obtain corsages, stores must send orders with checks to Herman Plaut, (43 W. 36th St., N.Y.C., WI. 7-0568.) in units of three dozen. Stores must pay \$1 per corsage and resell them at the same price. This program was prepared by Publicity Committee of N.Y.C. Retailers War Savings Staff headed by William Howard of Macy's. For further information, contact: John Pearl, Sales Mgr., of Namm's, Chairm. of War Activities Committee of Retail Advertising Executives Club, TR. 5-5700.		
Thursday July 9 10:00 A.M. 5:00 P.M.	PRESS PREVIEW: "CONSUMER-FRONT" EXHIBIT	BROOKLYN MUSEUM & BROOKLYN CDVO	EASTERN PARKWAY BROOKLYN
	Purpose of exhibit, (open to public on following day, Fri., July 10, at 3 P.M. through Sun., August 2nd) is to awaken public to problems and duties in wartime; to demonstrate need for curtailed buying and for conservation of available goods. Subjects: <u>Food</u> , <u>Clothing</u> and <u>Domestic Equipment</u> . Publicity: Mr. Starr, NE. 8-5000.		
Thursday July 9 10:30 A.M.	PREVIEW: FALL COLLECTION	JOHN-FREDERICS, INC.	29 EAST 48TH STREET
	John-Frederics will raise the curtain on Fall Hat Fashions with a stimulating new Collection which will be previewed by members of the Fashion Press. Strictly by invitation. First Trade showing takes place on following Mon. afternoon, July 13th, also strictly by invitation. Publicity: Ruth Ann French, PL. 3-1010.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Evening July 9 7:00 P.M.	"UNDER \$20" BUSINESS GIRLS' FASHION SHOW	BONWIT TELLER	721 FIFTH AVENUE 4TH FLOOR
	Bonwit Teller will add to the interest of next Thursday night's late opening with a lively business girls' fashion show entitled, "Under \$20". Open to public. Press welcome. Publicity: Nona James, EL. 5-6800.		
Thursday July 9, Friday July 10	BRIDAL BUSINESS CLINIC	THE BRIDE'S MAGAZINE	LOUIS SHERRY, 300 PARK UNLESS OTHERWISE STATED
	When sessions are open to the Press, it is so stated. Schedule follows: <u>THURSDAY, JULY 9</u>		
	9-10 A.M.----Opening breakfast. Special speakers.		
	10:30-12 A.M.-Bride's Shop revue, presenting new trends in coordinated selling and management of Bridal Shops.		
	12:30-2 P.M.--Luncheon in Cotillion Room of Pierre Hotel, 5th Ave. at 61st St. Bridal secretaries will meet New York Press and outstanding men and women in advertising, publicity and industry. <u>Open to Press</u> .		
	2:30-6 P.M.---"Introducing Fabrics Of The Future". American Viscose Corp. will stage movie and exhibit of new fabrics in Chanin Theatre, Chanin Bldg., 42nd St. at Lexington Ave. from 2:30-4 P.M. At 4:30, William Skinner and Sons will present new fabrics, tell how they were created and how they can be used to meet today's needs. In Skinner Showroom, 1450 B'way. <u>Both Sessions open to Press</u> .		
	6:15 P.M.----Lucien Lelong cocktail party for Bridal Secretaries, 681 5th Ave.		
	<u>FRIDAY, JULY 10</u>		
	9-10 A.M.----"Grooming Yourself to Your Job", talk by Miss Renée Long. <u>Open to Press</u> .		
	10:30-11:30A.M.--Beauty Clinic for brides. <u>Open to Press</u> .		
	12-1 P.M.----Home Furnishings Session. Exhibit and demonstration conducted by Mrs. Marian E. Murtfeldt, Editor, and Mrs. Alexandra Potts, Merchandising Director, The Bride's Magazine.		
	1-2:30 P.M.---Talk at luncheon on "Catering For Weddings Today", by Mr. Weisbrod of Louis Sherry.		
	3-4 P.M.-----Home Furnishings Session, "Glass Manufacture and Design". <u>Open to Press</u> .		
	4:30 P.M.-----Grand Finale and preview of Autumn edition of Bride's Magazine at Champagne party in Sherry Netherlands, 5th Ave. at 59th St.		
	Clinic is open to Bridal Secretaries and store people throughout the country, on application to the Bride's Magazine. All meetings and activities conducted by Mrs. Alexandra Potts, Director of Merchandising Service. For rates and details, address inquiries to Miss Florence Wright, The Bride's Magazine, 527 Fifth Avenue, MU. 2-1490.		
Friday July 10 11 A.M.	PRESS PREVIEW: ADVANCE AUTUMN COLLECTION	BRAAGAARD	17 WEST 57TH STREET
	Braagaard will show his Advance Autumn Hat Collection to members of the Fashion Press on Fri., July 10th at 11 A.M. Strictly by invitation. Publicity: Ruth Hawthorne Fay, EL. 5-1034.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 11 1:00 P.M.	"THE FURLOUGH WEDDING" FASHION SHOW	GIMBEL BROS.	B'WAY AT 33RD ST. 3RD FLOOR
	Gimbel's is inaugurating a series of Hasty Wedding Fashion Shows for the Hasty Weddings of this era, to prove that despite speedy planning, they can turn out a perfect wedding. Marjorie Wilson, the "Charm Girl", will be on hand to give the Etiquette of Weddings, and Mrs. Elsie Stapelton will talk on budgeting weddings. Open to public. Press by invitation. Publicity: Marjorie Howard, PE. 6-5100.		
Saturday July 11 1:30 P.M.	GENE KRUPA LECTURES ON "THE LEXICON OF SWING"	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
	Believe it or not, orchestra leader Gene Krupa is going to lecture at the Metropolitan Museum of Art, without benefit of drums and swing band. His subject: "The Lexicon of Swing". Krupa will discuss the influx of musicians' slang into the American language and will demonstrate the origin and derivation of current colloquialisms like "what's cookin'"; "from hunger"; "jitterbug"; and "jive". Don't be surprised if he traces them to Shakespeare. Open to public. Admission free. For further information: Alice Merrian, Museum Publicity: RH. 4-7690.		
Saturday July 11	OFF TO MEXICO TO MAKE FASHION NEWSREELS	VYVYAN DONNER, FOX MOVIE TONE NEWS	MEXICO
	Vyvyan Donner, Fashion Director, Fox Movietone News, is off to Mexico to direct a series of newsreel fashion shorts in Mexico City, Vera Cruz, Fortin and Acapulco. Sponsored by Mexican government. Miss Donner will introduce to Mexico, America's leading fashions designed and manufactured by New York creators and assembled with help of New York Dress Institute and New York Milliners. As good-will gesture, Mexico will make several native costumes to send back to U.S.A. as inspiration for New York designers, and will put Museum jewelry and accessories at Miss Donner's disposal. Tour will wind up with Fashion Promenade at Hotel Reforma, Mexico City, sponsored by Mexican Red Cross. These New York Houses are participating in this tour: <u>Gowns & Dresses</u> : Pattullo Modes, Nettie Rosenstein, Joseph Halpert, Samuel Chapman, Herbert Sondheim, and Mary Lee. <u>Wool Knit</u> : Ducaire, Groblue Sportswear, and Anathan-Walton. <u>Furs</u> : Arnheimer, De Leo and Fromm Bros. <u>Shoes</u> : Newton Elkin and Palter De Liso. <u>Bags</u> : Harry Rosenfeld. <u>Gloves</u> : Aris. <u>Millinery</u> : A group of outstanding New York Milliners. For further information, tie-ins, etc., contact: Vyvyan Donner, CO. 5-4382.		

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Now..... "UNITED WE STAND" (Cinema) PALACE THEATRE, B'WAY AT 47TH ST.
Showing 20th Century Fox Documentary film showing the history of the world over
the past 25 years, from the Versailles Treaty on. Publicity: Miss Van
Slycke, CO. 6-0950.

Just..... DEBUT OF CAFÉ-RESTAURANT AT LITTLE CARNegie PLAYHOUSE, WEST 57TH STREET
Opened A license has just been granted permitting the Little Carnegie Playhouse
to operate its own café-restaurant for the convenience of patrons (a custom
popular in English theatres for nearly 100 years, though this is its first
American expression!)

Friday.... RETURN ENGAGEMENT OF "SERGEANT YORK" (Cinema) STRAND THEATRE, B'WAY AT 47TH
July 3 By popular request, Warner Bros. are bringing back the thrilling Gary
Cooper portrayal of "Sergeant York" for a return Broadway engagement.
Publicity: Eve Siegel, CI. 6-1000.

Saturday.. GALA PREMIÈRE: "THIS IS THE ARMY", IRVING BERLIN SOLDIER-SHOW, B'WAY THEATRE
July 4 The much-heralded Irving Berlin soldier-extravaganza, "This Is The Army".
Opening night prices, \$25.50 to \$2.20. Proceeds to Army Emergency Relief
Fund. Publicity: Nat Dorfman, ME. 3-0858.

Monday.... FINAL PERFORMANCES OF BALLET RUSSE AT STADIUM CONCERTS, 138 AT AMSTERDAM
July 6 Monday's program: "Swan Lake", "Petrouchka" and "Prince Igor". Tuesday:
Through "Sylphides", "Scheherazade"; and "Blue Danube". Wednesday: "Magic Swan",
July 8 "Nutcracker Suite" and "Capriccio Espagnol". Publ.: Dorle Jarmel, CI. 7-6900.

Wednesday. CELANESE'S "GREAT MOMENTS IN MUSIC", WABC-COLUMBIA NETWORK
July 8 Excerpts from Rudolph Friml's operetta, "Rose Marie", starring Jean Tenny-
10:00 P.M. son, soprano, Jan Peerce, tenor, Robert Weede, baritone, and George Sebas-
tian's orchestra. Publicity: Bernard Sobel, LE. 2-5050.

Wednesday. PREMIÈRE: "ARE HUSBANDS NECESSARY" (Cinema) PARAMOUNT THEATRE, B'WAY AT 44TH
July 8 Paramount picture co-starring Betty Field and Ray Milland. Clothes by
Edith Head. Publicity: Aileen St. John Bremon, CH. 4-7040.

Thursday.. PREMIÈRE: "YOURS, A. LINCOLN" SHUBERT THEATRE, 225 W. 44TH STREET
July 9 & 12, The Experimental Theatre presents Paul Horgan's drama, "Yours, A. Lincoln"
Matinees with cast including Vincent Price, Ann Seymour, Sherman McGregor and others.

Thursday.. PREMIÈRE: "I MARRIED AN ANGEL" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST ST.
July 9 MGM's movie-version of the Broadway hit-musical, starring Jeanette MacDonald
(Tenta- and Nelson Eddy. Costumes by Motley and Gowns by Kalloch. Publicity:
tive) Art Schmidt. BR. 9-7800.